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Market Served: SHEBOYGAN WI

Call Letters: WHBL-AM, WBFM-FM,  
WHBZ-FM

Date: 10/27/04  
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**Comments regarding MB Docket No. 04-233**

**Local News**

- *Provide details on your stations investment in local news.*
- Midwest Communications-Sheboygan has two full-time employees working exclusively on news. We contract with Associated Press for state and national news, the ABC Radio Network for our national coverage, and the Wisconsin Radio Network to enhance our state news coverage. We do daily newsbeats, either by phone or in person, contacting police, fire and governmental agencies in the area. We staff every Sheboygan City Council, County Board, and School Board meeting. We cover city council proceedings of neighboring Plymouth and Sheboygan Falls, mostly by phone, but staffed when we can. We

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also cover several area school boards by phone contact with the superintendents or board members.

- *How many local newscasts are aired per week?* 1,111 Minutes of news per week.
- *Do you allow on-air time for breaking news and local emergency information? Yes Give examples.*
- As part of our news operation we emphasize breaking news, especially situations where the public needs to know. One example occurred on October 11th of 2003. There was a major pile-up in heavy fog on I-43 south of Sheboygan. Eleven people died as vehicles burst into flames. Traffic was backed up for several miles in each directions. Midwest Communications-Sheboygan sent one reporter to the scene and went to full, live coverage at the studio coordinating information from local police and the state patrol on traffic and fatalities and injuries in the massive accident. We did live broadcasts of several news conferences from the scene of the accident. We continued to broadcast directions on alternate traffic routes and progress at cleaning up the scene throughout the day. On April 30th of 2004 the local Perkins restaurant burned. It caused congestion on a major thoroughfare. We were on the scene with live reports on the progress being made in fighting the fire and traffic updates.
- In early April of 2004 a Sheboygan woman was reported missing. Her vehicle was found in the area and 200 friends, family and volunteers began a search in that area on April 6th. Midwest Communications-Sheboygan was there to do live reports on where volunteers could go if they wanted to take part in the search. The woman eventually called home after hearing media reports.
- In May of 2004 Sheboygan Police began a search for a California woman who had come to Sheboygan to visit her mother on Mother's Day and never arrived. We aired news stories that a search was underway, and did a live report from the riverfront when her car was found on May 28th. We also reported that her body was found in the river on June 3rd. Midwest Communications-Sheboygan was a major outlet for local officials on January 29th when the city's water intake in Lake Michigan froze and caused a water shortage. Midwest Communications-Sheboygan aired an advisory from the mayor and a member of the Board of Water Commissioners at 5 a.m. January 29th alerting people about the problem and the fact that the water supply for the city of Sheboygan and several surrounding communities was becoming dangerously low. Throughout the day we aired news stories telling people how to conserve. We staffed a news conference and did a live report on the situation later in the morning and then staffed a news conference with a live report the following day that the situation had been resolved.

- When there was an armed robbery at a Sheboygan credit union on January 21st Midwest Communications-Sheboygan aired a news story within minutes with a description of the car. A short time later we were again on the air with the news that the robber had been apprehended. On January 19th Midwest Communications-Sheboygan broke the story of the Sheboygan woman who strangled her newborn baby after giving birth at a Sheboygan factory where she worked. We then contacted social service agencies and developed stories dealing with the dilemma of unwanted births and information about Wisconsin's Safe Have law which allows mothers to give up their children with no questions asked, and how that law works. We contacted local hospitals and staffed a news conference conducted by the co-worker who had alerted police about the newborn. The news conference was called to focus attention on the Safe Have law.
- In May of 2004 a house being moved became stuck under an overpass. Midwest Communications-Sheboygan was on the scene with a live report describing the dilemma and providing information on traffic.
- In September of 2004 there was a chemical spill at a plant in the city of Kiel. Midwest Communications-Sheboygan went to the scene and reported that the plant had been evacuated and that there had been people treated for respiratory problems. Information was difficult to obtain but we reported that the area was cordoned off and then later reported things were back to normal.
- In September 2004 a chemical spill at Bemis in Sheboygan Falls was evacuated. Midwest Comm.-Sheboygan was at the scene and reported the plant evacuation, who and how many people were evacuated.
- *Give examples of how your website is used to enhance local news coverage.* www.whbz.fm updates local news daily, and also has pictures, audio and text for the story. This allows listeners to get more of the story online at their convenience.
- April 2004 pictures and audio were available of Public service initiative with Sheboygan Police on the effects of drunk driving on listeners.
- August 2004 Pictures available online of Brat Days a local festival to raise money for the Sheboygan Jaycees.
- Local and High School sports scores are available online.

### **Local Public Affairs**

- *Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues including the length of such programs.* Every weekend Midwest Comm-Sheboygan airs "The Week in Review" at 5am on Sunday mornings. Recent topics have included:

- Sheboygan's mayor and Director of County Health and Human Services Department have both been named to a task force, which will tell the state what it can do to help Hmong refugees adjust to life in the United States. Over 160 are expected in the city of Sheboygan over the next few weeks.
- A SHEBOYGAN COUNTY JURY ON CHARGES OF SEXUALLY ASSAULTING A CHILD Acquitted A SHEBOYGAN MAN. 34-YEAR-OLD THOMAS FALK WAS FACING CHARGES OF REPEATEDLY ASSAULTING THE CHILD. CHARGES CAME TO LIGHT AFTER POLICE RAIDED A DRINKING PARTY.
- THE WISCONSIN SENATE MAJORITY LEADER MARY PANZER FROM WEST BEND SAYS SHE IS VERY CONCERNED ABOUT THE POSSIBLE CLOSURE OF A 37-MILE STRETCH OF A RAIL LINE BY CANADIAN NATIONAL RAILWAY LINE FROM SAUKVILLE TO KIEL. PANZER SAYS THE RAIL LINE PLAYS A VERY IMPORTANT ECONOMIC ROLE.SERVICING BUSINESSES IN PLYMOUTH, ADELL, RANDOM LAKE AND FREDONIA.
- THE SHEBOYGAN CITY COUNCIL IS BEING ASKED TO ADOPT A RESOLUTION EXPRESSING CONCERNS TO FEDERAL OFFICIALS ABOUT THE US PATRIOT ACT. THE CITY OF MILWAUKEE RECENTLY APPROVED SUCH A RESOLUTION AND A FORMER MILWAUKEE ALDERMAN WANTS SHEBOYGAN TO DO THE SAME.
- ONE SUSPECT IN A DRIVE-BY SHOOTING WHICH OCCURRED IN PLYMOUTH OVER THE WEEKEND WAS APPREHENDED LAST NIGHT...A SECOND SUSPECT IS STILL AT LARGE.
- THE SHEBOYGAN COUNTY SHERIFF'S DEPARTMENT REPORTS A SHEBOYGAN FALLS OFFICER SPOTTED A CAR WITH TWO SUSPECTS INSIDE ABOUT 7PM YESTERDAY. THE SUSPECT WAS CAUGHT AFTER A THREE-HOUR SEARCH. AN ALERT CITIZEN LED TO THE ARREST OF THREE BURGLARY SUSPECTS.ONE OF WHOM WAS CAUGHT RED-HANDED AT AN OOSTBURG GAS STATION EARLY THIS MORNING. A NEIGHBOR IN THE AREA OF RYAN'S MINI-MART CALLED POLICE AND A TEENAGER WAS CAUGHT IN THE ACT. TWO OTHER TEENS WERE ARRESTED A SHORT TIME LATER HIDING AT A LOCAL RESIDENCE.
- A DEVELOPMENTALLY DISABLED SHEBOYGAN MAN WHO WANDERED AWAY FROM A SHEBOYGAN GROUP HOME OVER THE WEEKEND WAS FOUND SAFE AND SOUND OVER THE WEEKEND. 54 YEAR-OLD WILLIAM BOEGER WAS LOCATED NEAR MAPLE LANES ON SOUTH BUSINESS DRIVE AFTER SOMEONE RECOGNIZED HIM AND CONTACTED SHEBOYGAN PD.

- SHEBOYGAN POLICE AND SHERIFF'S OFFICERS CONTINUE PLANNING FOR THE PGA TOURNAMENT IN AUGUST NORTH OF SHEBOYGAN AT WHISTLING STRAITS. SHEBOYGAN PD TRAFFIC SARGEANT TIM TARKOWSKI SAYS THE TIME FOR SIGHTSEEING WILL BE THE SATURDAY AND SUNDAY PRIOR TO THE START OF THE TOURNAMENT WHEN THEY WILL HAVE COMMUNITY DAYS GOING ON IN KOHLER. HIGHWAY 42, COUNTY LS AND NORTH 40TH STREET WILL BE AFFECTED BY CLOSURE OR RE-ROUTING.
- THE CHAIRMAN OF THE SHEBOYGAN COUNTY REPUBLICAN PARTY ATTENDED A SPEECH IN FOND DU LAC GIVEN BY PRESIDENT BUSH YESTERDAY. DREW MC EWEN SAYS THE PRESIDENT PRESENTED LOGICAL AND CONVINCING ARGUMENTS FOR AN IMPROVED ECONOMY AND THE WAR IN IRAQ.
- SHEBOYGAN COUNTY DA JOE DECECCO SAYS HE WAS NOT HAPPY WITH A SHEBOYGAN MAN'S INSANITY PLEA TO MURDER AND OTHER CHARGES. DECECCO SAYS 20 YEAR-OLD JASON LARSON KNEW WHAT HE WAS DOING WHEN HE KILLED HIS FATHER. LARSON WAS SENTENCED TO THE MENDOTA MENTAL HEALTH INSTITUTE.
- A SHEBOYGAN MAN CHARGED WITH MOLESTING YOUNG BEAVER DAM BOYS AND THEN DISTRIBUTING THE IMAGES ON THE INTERNET HAS AGREED TO A PLEA DEAL. DIRK IS AMONG SEVERAL MEN CHARGED IN THE INTERNET PORN RING THAT COULD INVOLVE AT LEAST A DOZEN CHILD VICTIMS
- THE PGA CHAMPIONSHIP IS GETTING CLOSE, THAT MEANS ITS HOUSE-RENTING TIME. BUT OFFICIALS SAY THERE HAS NOT BEEN AS BIG OF DEMAND AS DURING HARLEY DAVIDSON'S 100TH ANNIVERSARY IN MILWAUKEE. WITH ABOUT THREE WEEKS BEFORE THE START OF THE PGA, ONLY 40 HOMES LISTED BY MEGA-HOUSING HAVE BEEN RENTED.
- THE PRINCIPAL OF HOWARDS GROVE HIGH SCHOOL HAS BEEN CITED FOR OBSTRUCTING SHEBOYGAN POLICE. SERGEANT BRAD RIDDOUGH SAID IT HAPPENED EARLY SUNDAY MORNING WHEN OFFICERS STOPPED 47 YEAR-OLD MARK HINTERBERG'S BROTHER FOR DRUNK DRIVING. RIDDOUGH SAYS HINTERBERG WAS A PASSENGER IN THE CAR AND BECAME ABUSIVE WITH OFFICERS AT THE SCENE. THE CITY OF SHEBOYGAN WILL BE GETTING A BRAND NEW MOBILE COMMAND POST AND RESCUE VEHICLE.

- THE CITY COUNCIL RECEIVED A GIFT OF A 166-THOUSAND DOLLAR GRANT AND A 25-THOUSAND DOLLAR DONATION FROM COMMUNITY BANK IN SHEBOYGAN.
- A RANDOM LAKE MAN COULD GET UP TO TEN YEARS IN PRISON AND FACES UP TO 25-THOUSAND DOLLARS IN FINES FOR INJURING A FOUR YEAR-OLD BOY SUNDAY NIGHT. DAVID VIRAMONTES MAY HAVE BEEN DRINKING WHEN HE HIT LITTLE TIMOTHY CZARNIEKCKI.
- A ROOM TAX OF FIVE-PERCENT WAS APPROVED TUESDAY NIGHT AT THE SHEBOYGAN FALL CITY COUNCIL MEETING. THE FIVE PERCENT TAX WILL BE ASSESSED TO HOTELS AND BED AND BREAKFASTS IN FALLS. THE CITY OF SHEBOYGAN FALLS WILL BE FORMING THEIR FIRST EVER MUNICIPAL COURT. MAYOR RANDY MEYER SAYS THE COURT WILL BE SET UP BY THE END OF THE YEAR AND WILL BE A REVENUE BOOST FOR THE CITY OF OVER 20-THOUSAND DOLLARS A YEAR. A CASCADE MAN HAS BEEN SENTENCED FOR SEXUALLY ASSAULTING
- A 15 YEAR-OLD CASCADE GIRL ON A REGULAR BASIS OVER THE PAST SIX YEARS. 42 YEAR-OLD LLOYD MAAS WAS IN SHEBOYGAN COUNTY COURT WHERE HE WAS SENTENCED TO ONE YEAR OF JAIL TIME AND 9 YEARS ON PROBATION.
- SHEBOYGAN WOMAN IS RIGHT IN THE MIDDLE OF THE EXCITEMENT AT THE DEMOCRATIC NATIONAL CONVENTION IN BOSTON. ANGELA SAKEVICH, A LOCAL ATTORNEY IS THE ONLY PERSON FROM SHEBOYGAN AT THE DNC THIS YEAR. SHE SUPPLIED WHBZ WITH SEVERAL REPORTS LIVE FROM THE CONVENTION FLOOR.
- THE SCHOOL TAX IN THE SHEBOYGAN FALLS SCHOOL DISTRICT WILL BE GOING UP NEXT YEAR. 15-20 PEOPLE ATTENDED THE DISTRICT'S ANNUAL MEETING MONDAY NIGHT AND THE BOARD APPROVED A PRELIMINARY BUDGET AND TAX LEVY OF 5.8-MILLION DOLLARS. SUPERINTENDENT DR. LEE RITER SAYS THAT WILL MEAN A TAX RATE
- THE SHEBOYGAN SCHOOL BOARD HAS DECIDED TO PUT a 32-MILLION DOLLAR FACILITIES IMPROVEMENT REFERENDUM BEFORE THE LOCAL VOTERS. THE REFERENDUM QUESTION WOULD ASK RESIDENTS OF THE SCHOOL DISTRICT TO FUND THE REBUILDING OF JEFFERSON ELEMENTARY SCHOOL AND IMPROVEMENTS TO SHEBOYGAN NORTH AND SHEBOYGAN SOUTH HIGH SCHOOLS.

- THE TOWN OF SHEBOYGAN PLAN COMMISSION MET YESTERDAY IN CLOSED SESSION TO TAKE UP THE WALMART ISSUE. THE WALMART CORPORATION HAS PROPOSED CONSTRUCTING A SUPERCENTER ON 50 ACRES OF LAND JUST WEST OF HIGHWAY 42 INTERCHANGE WITH I-43 BUT WILL NEED A ZONE CHANGE TO DO IT. HUNDREDS OF AREA CITIZENS HAVE MET TWICE OVER THE PAST FEW MONTHS IN SHEBOYGAN TO OPPOSE THE BUILDING OF A WALMART. A RECOMMENDATION TO THE TOWN BOARD IS EXPECTED SEPTEMBER 9TH FROM THE PLANNING COMMISSION.
- SHEBOYGAN SCHOOL BOARD MEMBER AND CHAIR OF THE SCHOOL BOARD'S LEGISLATIVE COMMITTEE SAYS A NEW TAXPAYERS BILL OF RIGHTS (TABOR) WILL BE DESTRUCTIVE TO EDUCATION. MARK HANNA SAYS IF TABOR IS PASSED IN MADISON, IT COULD COST THE SHEBOYGAN SCHOOL DISTRICT A COUPLE OF MILLIONS OF DOLLARS A YEAR.
- A SHEBOYGAN MAN NOW FACES A POSSIBLE PRISON TERM FOR HIS PART IN A MILLION DOLLAR PLUS DRUG OPERATION IN SHEBOYGAN. 49 YEAR-OLD JOSE ESTRADA PLEADED NO CONTEST IN SHEBOYGAN COUNTY COURT TO CHARGES OF POSSESSION WITH INTENT TO DELIVER LARGE AMOUNTS OF METHAMPHETAMINE, MARIJUANA AND COCAINE.
- THE CITY OF SHEBOYGAN WILL BUILD ITS NEW POLICE STATION ON SHERIDAN PARK. FOLLOWING AN HOUR-LONG DISCUSSION, THE CITY COUNCIL LAST NIGHT VOTED 11-4 IN FAVOR OF THE SOUTH BUSINESS DRIVE LOCATION.
- A 54 YEAR-OLD OOSTBURG MAN DIED AFTER SCAFFOLDING TIPPED OVER WHILE HE WAS WORKING ON A BARN IN THE TOWN OF FREDONIA. OZAUKEE COUNTY CORONER JOHN HOLICEK SAYS GERALD PAEGLOW OF OOSTBURG DIED AFTER HE WAS TAKEN TO VALLEY VIEW MEDICAL CENTER IN PLYMOUTH.
- THREE FEDERAL AGENCIES WILL HELP SECURE THE PGA CHAMPIONSHIP IN SHEBOYGAN COUNTY NEXT WEEK. THE FBI, THE BUREAU OF ALCOHOL, TOBACCO AND FIREARMS AND THE U.S. COAST GUARD WILL BE ON HAND FOR THE EVENT.
- A SHEBOYGAN WOMAN IS ATTEMPTING TO START A GROUP THAT WILL HELP SAVE THE CITY'S PARKS...AND THEY WANT TO REVERSE A COUNCIL DECISION (11-4 VOTE) TO HAVE THE NEW POLICE STATION BUILT AT THE SITE.

- SHEBOYGAN'S "BRATWURST DAYS" KICKED OFF TODAY AT KIWANIS PARK WITH THE BUFFALO JOE BAND IN THE VARIETY TENT. OTHER MUSICAL HIGHLIGHTS OVER THE WEEKEND ARE VINCE NEIL AND THE GIN BLOSSOMS.
- STATE REPRESENTATIVE TERRY VAN AKKEREN OF SHEBOYGAN HAS PRAISED GOVERNOR JIM DOYLE FOR APPOINTING BILL STEPHEN OF SHEBOYGAN TO THE GOVERNOR'S INTERNATIONAL TRADE COUNCIL. STEPHEN IS A MEMBER OF THE CITY COUNCIL AND THE UAW
- ONE OF THE WORLD'S GREATEST GOLFERS HELD A PRESS CONFERENCE TODAY AT WHISTLING STRAITS IN HAVEN, TWO DAYS BEFORE THE START OF PLAY AT THE PGA. TIGER WOODS TOLD WHBZ THAT HE IS IMPRESSED WITH THE STAFF AT THE COURSE AND THE FRIENDLINESS OF THE SHEBOYGAN AREA RESIDENTS. THE TWO MEN MOST RESPONSIBLE FOR DEVELOPING WHISTLING STRAITS GOLF COURSE ARE CONFIDENT IT WILL TEST THE BEST GOLFERS IN THE WORLD. DESIGNER OF THE COURSE PETE DYE TELLS US THE COURSE IS VERY TOUGH BUT NOT IMPOSSIBLE. GOVERNOR JIM DOYLE ALSO HELD A NEWS CONFERENCE TODAY AND SAYS HE IS HAPPY WITH THE INTERNATIONAL ATTENTION WISCONSIN IS GETTING.
- A FORMER SHEBOYGAN COUPLE IS CAUGHT IN THE MIDDLE OF A FIERCE STORM AT CAPE CORAL, FLORIDA. MARILYN ZIMMERMAN AND HER HUSBAND LIVE ON THE GULF COAST OF SOUTHWEST FLORIDA NEW FORT MYERS. THEY SAY THEY ARE WORRIED ABOUT THE FLOOD WATERS MORE THAN THE WINDS OF UP TO 150-MILES PER HOUR.
- ABORTION PROTESTERS WERE DISTRACTING SOME DRIVERS HEADED TO THE PGA CHAMPIONSHIP AT WHISTLING STRAITS TODAY. DOZENS OF PRO-LIFERS, SOME HOLDING GRAPHIC PLACARDS WERE A NUISANCE TO SOME DRIVERS. SHERIFF'S OFFICIALS URGED THE PROTESTERS TO STAY OFF THE ROAD.
- PART OF THE ENTERTAINMENT DURING PGA WEEK TAKES PLACE AT RAVINE PARK IN KOHLER. GOLFERS AND OTHERS WERE TREATED TO A CONCERT BY INTERNATIONALLY KNOWN RECORDING ARTIST AMY GRANT FRIDAY NIGHT.
- SHEBOYGAN COUNTY'S ADMINISTRATIVE COORDINATOR IS OPTIMISTIC THAT THE COUNTY WILL BE ABLE TO HOLD THE LINE ON THE PROPERTY TAX NEXT YEAR. ADAM PAYNE TOLD THE COUNTY BOARD LAST NIGHT THAT THE COUNTY SHOULD BE LOOKING AT THE FOURTH STRAIGHT YEAR OF REDUCING THE TAX RATE.



- A SHEBOYGAN MAN WHO WAS PULLING OFF DARING ROBBERIES IN THE CITY OF SHEBOYGAN LAST YEAR TO FINANCE HIS CRACK COCAINE HABIT IS HEADED FOR PRISON. 31 YEAR-OLD MISTER HARSHMANN HAD PLEADED NO CONTEST TO TWO COUNTS OF ROBBERY WITH USE OF FORCE. HE APPEARED YESTERDAY IN SHEBOYGAN COUNTY COURT. HE WILL RECEIVE SIX YEARS PRISON TIME. AN ADELL MAN HAS BEEN FOUND NOT GUILTY OF RECKLESS HOMICIDE IN THE ACCIDENTAL HUNTING DEATH OF HIS BEST FRIEND IN SHEBOYGAN COUNTY LAST NOVEMBER. THE JURY OF 7 MEN AND 5 WOMEN BROUGHT THE VERDICT ACQUITTING 42 YEAR-OLD MARK WEBER TO JUDGE BOLGERT AFTER ABOUT SIX AND A HALF HOURS OF DELIBERATION.
- THE SHEBOYGAN SCHOOL DISTRICT, LIKE MANY WISCONSIN SCHOOL DISTRICTS, IS RAISING THEIR SCHOOL BREAKFAST AND LUNCH PRICES DUE MAINLY TO HIGHER GAS AND MILK PRICES. LUNCH PRICES THIS FALL FOR K-12 WILL BE GOING FROM A DOLLAR-65 TO A DOLLAR-75 CENTS. FAMILY, FRIENDS, CO-WORKERS AND MANY LAW ENFORCEMENT OFFICERS WILL GATHER IN PLYMOUTH
- TODAY TO BID FAREWELL TO LT LEROY NENNIG. NENNIG, A 30-YEAR VETERAN OF THE SHEBOYGAN SHERIFF'S DEPARTMENT, DIED IN A TRAFFIC ACCIDENT LAST WEEKEND. HE HAD PLANNED TO RETIRE AT THE END OF THE YEAR.
- AN OOSTBURG WOMAN WAS SERIOUSLY INJURED LAST NIGHT WHEN SHE APPARENTLY JUMPED FROM A MOVING VEHICLE ON COUNTY TRUNK AA IN THE VILLAGE OF OOSTBURG. THE 19 YEAR-OLD FELL AND HIT HER HEAD ON THE PAVEMENT.
- ONE OF THE MEN CHARGED WITH SEXUALLY ASSAULTING YOUNG BOYS IN WHAT POLICE HAVE DUBBED A CHILD PORNOGRAPHY RING HAS PLEADED GUILTY. TIMOTHY DIRK, OF SHEBOYGAN, APPEARED IN DODGE COUNTY CIRCUIT COURT AND PLEADED GUILTY TO FIRST DEGREE SEXUAL ASSAULT OF A CHILD.
- PEOPLE IN PLYMOUTH ARE CONCERNED ABOUT LOSING THEIR HOSPITAL, BUT AURORA HEALTH CARE SAYS Its ACTUALLY EXPANDING SERVICES THERE. AURORA HEALTH CARE ANNOUNCED YESTERDAY THAT THE HOSPITAL, WHICH WAS BUILT IN 1917, WOULD CLOSE ON SEPTEMBER 30TH. AURORA SPOKESMAN MARK KANTOLA SAYS THE HOSPITAL WILL CONTINUE TO PROVIDE OUTPATIENT CARE,

WITH EXPANSION TO INCLUDE A BRAND NEW TECHNOLOGY-ENHANCED CLINIC.

- A MEMBER OF PRESIDENT GEORGE W. BUSH'S CABINET WAS IN THE SHEBOYGAN AREA TODAY. ENVIRONMENTAL PROTECTION AGENCY SECRETARY MIKE LEAVITT TALKED ABOUT THE CHALLENGES OF KEEPING THE GREAT LAKES ENVIRONMENT IN GOOD SHAPE. LEAVITT TOOK A BOAT TRIP FROM MANITOWOC TO SHEBOYGAN ON LAKE MICHIGAN AND HAD A CHANCE TO TALK TO SEVERAL SHEBOYGAN FISHERMEN.
- AN ELDERLY PLYMOUTH FARMER WAS KILLED YESTERDAY AFTERNOON NEAR WALDO WHEN THE TRACTOR HE WAS DRIVING WAS STRUCK BY A SEMI. THE SHERIFF'S DEPARTMENT SAYS 75 YEAR-OLD WALTER BORN WAS SOUTHBOUND ON HIGHWAY 57 WHEN A SEMI STRUCK HIM FROM BEHIND. BORN WAS DEAD AT THE SCENE.
- THE CLOSING OF VALLEY VIEW MEDICAL CENTER IN PLYMOUTH MAY HAVE TO BE DELAYED BECAUSE THE CITY COUNCIL WANTS MORE PUBLIC COMMENT ON THE PLANNED CHANGE. AURORA HEALTH CARE ANNOUNCED PLANS LAST WEEK TO CLOSE INPATIENT SERVICES BY SEPTEMBER 30TH. AMBULANCE DRIVERS ARE COMPLAINING THAT THEY WERE TOLD ABOUT THE CHANGE TOO LATE.
- IT TOOK A JURY OF 9 WOMEN AND THREE MEN NEARLY 11 HOURS YESTERDAY TO BRING IN A VERDICT IN THE CASE OF 23 YEAR-OLD JENNIFER WERY OF SHEBOYGAN. THE WOMAN WAS FOUND GUILTY OF KILLING HER NEWBORN BABY AT THE PENTAIR COMPANY (HER PLACE OF EMPLOYMENT) LAST JANUARY. SHE COULD BE SENTENCED TO LIFE IN PRISON.
- A SERIOUS BLOW HAS BEEN DEALT TO ANY HOPE OF A REFERENDUM ON THE FUTURE FUNDING OF THE HEALTH CARE CENTERS IN SHEBOYGAN. TWO REFERENDUM PROPOSALS PROPOSED BY COUNTY BOARD MEMBERS TO KEEP THE HEALTH CARE CENTERS COUNTY-OWNED WERE FILED ON UNANIMOUS VOTE BY A JOINT MEETING OF THE FINANCE AND EXECUTIVE COMMITTEE LAST NIGHT.
- THE SHEBOYGAN AREA UNITED WAY HAS ANNOUNCED AN AMBITIOUS GOAL FOR ITS 2004 FUND DRIVE AT A BREAKFAST HELD AT THE AMERICAN CLUB IN KOHLER. UNITED WAY CO-CHAIR TOM BELOT SAYS THE NEW GOAL FOR THE CAMPAIGN IS 1.71. HE CALLED THE GOAL

“ACHIEVABLE.” IT’S A NINE-PERCENT INCREASE OVER LAST YEAR’S GOAL OF 1.56 MILLION DOLLARS.

- THERE IS A LOT OF HISTORY TO A FAIR THAT HAS BEEN IN EXISTENCE SINCE 1851...MRYTLE KUMROW SAYS SHE HAS BEEN WORKING IN THE POULTRY BARN FOR 33 YEARS AND HAS SEEN MANY IMPROVEMENTS AND FAIR BOARD MEMBER BILL RUSH SAYS THE CHILDREN ARE THE REASON WHY THE FAIR. 263-THOUSAND PEOPLE ATTENDED THIS YEAR’S FAIR.
- VICE PRESIDENTIAL CANDIDATE JOHN EDWARDS AND HIS WIFE SLIPPED AWAY TO THE BLUE HARBOR RESORT IN SHEBOYGAN FOR A TWO-DAY LABOR DAY WEEKEND VACATION, WHICH WAS TOP SECRET. OVER 25 SECRET SERVICE AND SOME SHEBOYGAN LAW OFFICERS HELPED WITH SECURITY. A SHEBOYGAN POLICE OFFICER WAS POSTED 24 HOURS A DAY OUTSIDE EDWARD’S HOTEL ROOM.
- THE SHEBOYGAN TRANSIT SYSTEM WILL NEED AN ADDITIONAL 134-THOUSAND DOLLARS IN NEXT YEAR’S BUDGET OR EVENING SERVICE WILL HAVE TO BE ELIMINATED ALONG WITH FIVE STAFF POSITIONS. THE DETAILS WERE RELEASED AT THE CITY COUNCIL MEETING THIS WEEK.
- A RIDE HOME FROM FOOTBALL PRACTICE ENDED IN TRAGEDY FOR FOUR ADELL TEENS LAST NIGHT. ONE WAS KILLED, AND ANOTHER CRITICALLY INJURED WHEN THEIR CHEVY BARETTA WHEN THROUGH A STOP SIGN AND WAS HIT BY A VAN. 15 YEAR-OLD KYLE MARQUART WAS KILLED.
- GOVERNOR JIM DOYLE HOPES JOHNSONVILLE SAUSAGE COMPANY IN SHEBOYGAN FALLS WILL Lead A TURN-AROUND IN MANUFACTURING IN WISCONSIN. THE GOVERNOR SPOKE AT THE COMPANY AT NOON TODAY TO ANNOUNCE A QUARTER-MILLION DOLLARS IN NEW MONEY TO HELP THE COMPANY EXPANDS.
- THE SHEBOYGAN CITY COUNCIL HAS ABANDONED EFFORTS TO HOLD THE TAX LEVY INCREASE NEXT YEAR TO 5.5 PERCENT, DUE TO A PROJECTED DEFICIT OF MORE THAN THREE-MILLION DOLLARS. ALDERMEN APPROVED a 9.4-PERCENT INCREASE DURING A SPECIAL SESSION LAST NIGHT.
- SARGENTO, A PLYMOUTH COMPANY, HAS STEPPED IN TO HELP THE CITY OF PLYMOUTH SAVE ITS VALLEY VIEW HOSPITAL. CHAIRMAN AND C-E-O OF SARGENTO LOU GENTINE SAYS HIS COMPANY HAS OFFERED 2.6-MILLION

DOLLARS IN AN INTEREST-FREE LOAN TO THE CITY SO IT CAN PURCHASE THE PROPERTY FROM AURORA, WHO WANTS TO CLOSE THE HOSPITAL SEPTEMBER 30TH.

- A SHEBOYGAN MAN WILL SPEND A YEAR IN JAIL AND TWO YEARS PROBATION FOR INJURING A SHEBOYGAN POLICE OFFICER IN AN INCIDENT LAST MARCH. CHARLES MAGRAY PULLED THE OFFICER'S HAND THROUGH GLASS IN A DOOR WHEN OFFICERS WERE TRYING TO ENTER HIS HOME DURING A DOMESTIC DISPUTE.
- 6TH DISTRICT CONGRESSMAN TOM PETRI HAS JOINED OTHER LEADERS OF THE HOUSE TRANSPORTATION AND INFRASTRUCTURE COMMITTEE TO INTRODUCE LEGISLATION TO PREVENT TERRORISM. THE LEGISLATION WILL AUTHORIZED \$3.5-BILLION OVER THE NEXT THREE YEARS FOR SECURITY GRANTS FOR PUBLIC TRANSPORTATION SYSTEMS. THE FOND DU LAC REPUBLICAN SAYS TRANSIT SYSTEMS MOVE 14-MILLION PASSENGERS A DAY AND WE MUST BE PREPARED FOR TERRORIST ATTACKS ON THESE SYSTEMS.
- A 23 YEAR-OLD SHEBOYGAN WOMAN WHO KILLED HER NEWBORN BABY GIRL BY SUFFOCATING IT GOT LIFE IN PRISON.WITH ELGIBILITY FOR PAROLE IN 20 YEARS. JENNIFER WERY SOBBED REPEATEDLY WHEN JUDGE L. EDWARD STENGEL Read THE COURTROOM DECISION.
- A CHEERING CROWD OF 700 AT JOHNSONVILLE SAUSAGE COMPANY IN SHEBOYGAN GREETED VICE-PRESIDENT DICK CHENEY FALLS FRIDAY. CAMPAIGNING FOR THE 2004 ELECTION, CHENEY SAYS HIS BOSS, PRESIDENT GEORGE BUSH HAS A SOLID ANTI-TERRORISM PLAN. CHENEY WAS INTRODUCED BY BART STARR AND TOOK HOME SEVERAL CASES OF FREE BRATS.
- THE SHEBOYGAN COUNTY RED CROSS HAS TWO MEN IN FLORIDA HELPING PEOPLE RECOVERING FROM HURRICANE IVAN. RED CROSS EXECUTIVE DIRECTOR JOHN WEEDEN SAYS THE AREA RED CROSS HAS ONE MAN IN DAMAGE ASSESSMENT AND ONE MAN DEALING WITH RECOVERY ISSUES.
- THE SHEBOYGAN COUNTY MULTI-JURISDICTIONAL DRUG ENFORCEMENT GROUP OVERSIGHT BOARD HAS ANNOUNCED THE FORMATION OF THE COUNTY DRUG UNIT NARCOTIC DETECTOR DRUG TEAM. SHEBOYGAN FALLS POLICE CHIEF STEVEN RIFFEL SAYS THE NEW DRUG DOG WILL BE USED IN AN ONGOING EFFORT TO ADDRESS ILLEGAL DRUG SALES AND USAGE IN OUR COMMUNITY.

- THE HOWARDS GROVE SCHOOL DISTRICT SET A 9.3 MILLION DOLLAR BUDGET FOR THE 2004-2005 SCHOOL YEAR. THE 3.4 MILLION DOLLAR TAX LEVY IS A 7.6 PERCENT INCREASE OVER THE PREVIOUS YEAR. THE TAX RATE WILL GO UP 2.6 PERCENT.
- ABOUT 300 PEOPLE SHOWED UP FOR A SPECIAL PLYMOUTH CITY COUNCIL MEETING LAST NIGHT AT PLYMOUTH HIGH SCHOOL TO LEARN MORE ABOUT THE CLOSING OF VALLEY VIEW MEDICAL CENTER. AURORA HEALTH CARE AGREED TO EXTEND A DEADLINE FOR THE CITY TO PURCHASE THE VALLEYVIEW PROPERTY SO THE CITY CAN FURTHER REVIEW THE MATTER. THERE WILL BE NO REFERENDUM ON THE BALLOT HAVING TO DO WITH HEALTH CARE CENTERS
- IN SHEBOYGAN COUNTY. THE COUNTY BOARD IN A TWO HOUR MEETING LAST NIGHT VOTED TO FILE ONE POSSIBLE REFERENDUM AND DEFEATED ANOTHER ONE 18-14, KILLING ANY CHANCE OF HAVING A NOVEMBER 2ND QUESTION OR QUESTIONS ON THE FUTURE OF SUNNYRIDGE AND ROCKY KNOLL NURSING HOMES IN SHEBOYGAN COUNTY.
- A 49 YEAR-OLD SHEBOYGAN MAN HAS BEEN SENTENCED TO 18 YEARS IN PRISON AND EIGHT YEARS EXTENDED SUPERVISION FOR HIS INVOLVEMENT AS A "MAJOR PLAYER" IN A MILLION DOLLAR DRUG OPERATION IN SHEBOYGAN. JOSE ESTRADA AND FOUR OTHERS WERE ARRESTED AFTER SEARCH WARRANTS IN FEBRUARY WHERE LOCAL POLICE FOUND LARGE AMOUNTS OF MARIJUANA, COCAINE AND METHAMPHETAMINES.
- A FORMER SHEBOYGAN FALLS RESIDENT AND HER HUSBAND ARE BRAVING THE HURRICANE WINDS AND WATER IN FOLEY, ALABAMA ABOUT 20 MILES FROM THE COAST. JUNE WALOSZ AND HER HUSBAND DENNIS (A RETIRED SHEBOYGAN FALLS POLICE OFFICER) MOVED TO A WARMER CLIMATE TWO YEARS AGO, NOW THEY ARE ENCOUNTERING THOUSANDS OF DOLLARS OF DAMAGE FROM THE HURRICANES.
- *Are there regularly scheduled segments on local public affairs included in your local newscasts? Yes Give examples.* Friday Forum with several local activists, and local officials. This show focuses on community events, local legislation. Topics include: area schools, property taxes, state of Police and Fire activities, local healthcare issues, elections, employment, city budget, county budget, county transit, local business issues like Wal-Mart Aurora Hospital and Sunnyridge nursing home, common council, Blue Harbor Resort, pedestrian bridge, media bias, roadwork, shared services.

### **Creating or Selecting Programming**

- *Describe your stations efforts and practices for determining the types of programming you air. For example, do you have an open door policy, accept and review e-mailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming?* We accept and read every email positive and negative. We keep it in our public file. We also a conduct several online, and on air polls of local audience every week. We also did telephone research regarding station shows, on-air elements, station features, and music before changing or modifying formats in 2001 and 2002.
- *Preemptions: Provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates or local sporting events.* During High school Football and Basketball season we interrupt programming to air games, generally on Fridays some Saturdays for the High school game of the week. Local election coverage featuring live coverage from the Sheboygan courthouse. We also preempt for local weather emergencies.

### **Emergency Programming**

- *Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime and similar events, including any positive impact of your coverage on the local community.* Midwest Communications, Sheboygan will break in programming anytime there is breaking emergency situations including, but not limited to, severe weather, missing persons, traffic accidents, industrial accidents, and natural disasters. On April 6th, 2004, Midwest Communications, Sheboygan stations reported on a missing mother of four from the Sheboygan County area. Friends and family of the missing woman gathered at a near by park and ride where she was last seen to organize a search. WBFM and WHBL reported live from the scene and asked listeners for their support. A flood of responses turned up donations of search equipment, water, search dogs, ATVs, and people to help search the near by fields and nature trails. The woman, who had left town of her own will, eventually contacted her home after hearing the media reports
- Describe your stations weather forecasting service.* Midwest Communications, Sheboygan stations participate in the EAS system as monitor stations. The EAS system is programmed to interrupt programming anytime dangerous weather

conditions are imminent. The system also broadcasts the Amber Alert anytime there is one issued. Midwest Communications, Sheboygan also has the full resources of the Great Lakes Weather Service to keep the community informed of potential weather hazards. This weather service operates 24 hours per day, 7 days per week.

- *Do your stations participate in AMBER or EAS? YES*

### **Political Programming**

*Describe all candidate debates sponsored or aired. 2002 Local Sheriffs race, local 26<sup>th</sup> assembly race, and 9<sup>th</sup> district senate race. 2004 local city council race. In 2004 all three presidential and the one vice-presidential debate aired.*

- *Do your stations offer candidates other types of free airtime? Give examples, and include examples of candidates declining offers of free airtime.* We offer a great deal of airtime to not only candidates but to issue oriented organizations and representative by way of forum. Some examples in recent days include Lyndon Larouche, Wisconsin Governor Doyle, Wisconsin Lt. Governor Lawton, Wisconsin Congressman Petri, Wisconsin Representative VanAkron, Sheboygan Police Chief Kirk, Friends of Sheboygan Park's, NARAL Pro-Choice Wisconsin, Pro-Life Wisconsin, Senator Leibham, Mayor Schramm, Sheboygan Superintendent Sheehan, Sheboygan Falls Mayor Randy Meyer, Sheboygan Falls Police Chief Riffel, Howards Grove Principal Diane Weiland.
- *Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis? Yes*
- *Do your stations cover local campaign and /or convention events?* Local, state and national political candidates are discussed during newscasts on a regular basis during election times. Midwest Communications, Sheboygan covers campaign stops, including the most recent stops from the President of the United States, and the democratic presidential candidate. 2004 Live coverage from the floor from Sheboygan resident at the Democrat convention.
- *Describe your stations participation in promoting voter registration drives.* We given continual information on where and when to vote including Janet Ross from the "League of Women Voters" on the air to explain what is needed to get registered to vote. In the last week before the election, everyday Sue Richards or the City Clerks office has been on the air to address any listener's questions when it comes to voting either by way of absentee or at the poll. We will continue to so this up to Election Day.
- Starting October 2004 we have several locally produced :30 Public service messages that play 3 times per day that say don't let others speak

for you, vote on November 2<sup>nd</sup>. Also aired calls on how you register to vote with the Sheboygan clerk of courts. Did several live breaks from the city clerks office urging listeners to go vote.

- *Give examples of how your websites are used to enhance political coverage.* www.whbz.fm has a link to every major candidate in the election for President. We promote being an informed voter is your civic duty.

### **Civic, Cultural and Other Community-Responsive Programming**

- *Please list examples of programming targeted to raise funds for local charity organizations.* Community calendar that focuses on weekly local events and fundraisers airs on average 362 times per week.
- On air interviews are conducted weekly with representatives of organizations holding charity fundraisers.
- Ring the bells every year with Salvation army for their Christmas Kettle campaign.
- In December 2002 and October 2003, staff lived in a cardboard box for 24 hours to raise awareness and money for the Bridgeway house homeless shelter and the Sheboygan county interfaith organization in Sheboygan.
- December 2003 went to 4 locations per day for a week to collect toys for the Salvation Army's Toy's for Tot's program. October 2004 30 hours of live coverage for the Sheboygan Jaycees for their Haunted House.
- August of 2004 50 hours of live coverage for Brat Days a local festival that raises money for the Sheboygan Jaycees.
- Every August we collect school supplies with the Sheboygan Optimist organization for local schools.
- AM show stunt to raise money for the Salvation Army where the person who collected the most money won concert tickets
- March / Annually - Midwest Communications, Sheboygan host a 2 day Radiothon to raise money for St. Jude Children's Research Hospital that produces an average of \$30,000.00 annually.
- October / Annually - Midwest Communications, Sheboygan participates in the Meals on Wheels program to help raise awareness of the importance of this service to the community. February 3 hours of live coverage of the Meals on Wheels fundraiser "LoveBowls"
- *Describe any coverage of local events, such as local sports, fairs, holiday events, local theater, and fire or police outreach events.* In December of 2003 a Sheboygan Army Reserve unit was notified to be on alert for call up. We aired stories with the unit's Readiness Group Leader that reservists were gathering in Sheboygan and waiting for orders. We followed with stories that the unit had been ordered to Fort



McCoy for training and then in March reported the unit was in Kuwait and waiting to go to Iraq. Then in June we reported one of the reservists had been killed in action. We followed with stories about memorial services that were planned and then on July 2nd provided live coverage of a funeral procession into Sheboygan and the military funeral, which followed.

- Yearly 60 hours of live coverage of the Sheboygan County fair. The coverage focuses on all aspects of the fair including livestock winners, traffic reports, and daily events.
- August of 2004 50 hours of live coverage for Brat Days. Coverage included traffic reports, daily events of the festival.
- October 2004 30 hours of live coverage for the Sheboygan Jaycees for their Haunted House.
- October 2003 - Midwest Communications, Sheboygan participated in an effort to raise money for the Shop With a Cop program. Midwest Communications, Sheboygan broadcasted live from the rooftop of the local Wal Mart where the local sheriff camped out until he reached and/or exceeded his monetary goal. December 2003
- October 2003 - Midwest Communications, Sheboygan participated in a stunt to help raise awareness for Crime Stoppers of Sheboygan. A station banner was "stolen" and listeners were told if they spot the banner somewhere in the community to call the local Crime Stoppers number and report the location to qualify for a prize. Due to the volume of phone calls received by Crime Stoppers, the stunt was considered a resounding success.
- Midwest Communications, Sheboygan regularly announce benefits held to raise money for local fire stations, schools, families and other local organizations.
- *Please list the number of Public Service Announcements aired per week.*  
362 per week
- *Please list examples of your Public Service outreach in the community.*  
Beginning on September 30th of 2003 and running for five days Midwest Communications-Sheboygan News featured the United Way Campaign. Each day we talked with a different person or agency that used the United Way. Interviews included the Salvation Army, Boys and Girls Club, a Big Sister, a single mother, and a nurse in the Home Health Program. They all discussed how important United Way funding is for them.
- When Sheboygan County hosted the PGA Championship golf tournament in August of 2004 Midwest Communications-Sheboygan informed the public that it was coming as early as 1999. During the spring and early summer of 2004 we aired news stories on how traffic was going to be impacted with the influx of thousands of people. We detailed routes for local and tournament traffic which were developed by

local and state officials. Our news stories alerted people about a security zone being enforced on Lake Michigan by the Coast Guard. During the tournament from August 9th through the 15th we did live reports from the tournament and daily reports from the sheriff on traffic problems or advisories.

- In January 2004 Midwest Communications-Sheboygan broke the story that Wal-Mart was considering placing a new supercenter in the nearby town of Sheboygan. In regular news stories over the next several months we followed the progress of the project through the town board and plan commission. On March 25th we were at a town board meeting attended by 300 people opposed to the project. We continued to cover the story and keep the public informed of any meetings where the project was being discussed. We also staffed those meetings to keep people informed of what decisions were being made.
- In April 2004 we aired a four-part series on the problems Sheboygan County was experiencing with its health care centers, i.e., low census and deficits of several million dollars. We interviewed county officials, members of a citizen group studying the problem, and private sector nursing home operators in an effort to reveal why the institutions are running so far in the red and what is being done about it. We compared private versus public operations and obtained opinions regarding privatizing or selling one of the nursing homes. We staffed several meetings attended by large angry crowds. Our reports generated enough interest that a couple of anti- Midwest Communications-Sheboygan signs showed up at one of the meetings.
- In June of 2004 we aired a four-part series on the future of the SRO's , School Resource Officers. Each year when budgets get tight those programs become at risk of being cut. We interviewed the police officer in charge of the program, school and city officials, to detail exactly how the program works and what the officers do and what the prospects were for it to be continued. The Sheboygan City Council and School Board ultimately came to an agreement to continue the program.
- In August of 2004 Aurora Health Care announced it was closing its hospital in Plymouth. Midwest Communications-Sheboygan carried the story and then covered community meetings aimed at saving the hospital. We kept the community informed of the efforts of the city council to keep the hospital from closing and aired stories of upcoming meetings being held. We aired stories on concerns of ambulance services about the impact of closing the hospital.
- *Please list your stations coverage of important issues affecting the local community, such as consumer rip-off's, smoking and other health hazards, safety, drinking and driving, domestic abuse and similar issues.*
- In April 2004 Midwest Communications-Sheboygan teamed with the Sheboygan Police Department in a drinking and driving campaign. 2

Listeners drank in the studio and were tested every half hour to show how quickly drivers are impaired by the effects of alcohol. Weekly air recorded PSA's focusing on the effects of drunk driving, domestic abuse, and flu shot's.

- We are in the process of producing a series on efforts to locate a Wal-Mart Supercenter in the town of Sheboygan. It will air the week of Nov. 8th in a four-part series on the objections of the people in the town to a "big box" store, the efforts of Wal-Mart to overcome those objections, and the position of the town board. We have interviewed members of an opposition group, town officials, and Wal-Mart officials.
- In June of 2004 we aired a four-part series on the future of the SRO's , School Resource Officers. Each year when budgets get tight those programs become at risk of being cut. We interviewed the police officer in charge of the program, school and city officials, to detail exactly how the program works and what the officers do and what the prospects were for it to be continued. The Sheboygan City Council and School Board ultimately came to an agreement to continue the program.

## **Music**

- *Do your stations provide on-air opportunities for local artists, either periodically or on a regular basis? yes Give examples.*
- December 2002-December 2003 the Local Buzz gives local bands a chance to get their music played at 7pm every Friday.
- April 2002, April 2003 Battle of the bands gives local musicians a chance to play in front of several booking agents from Milwaukee, and a chance to play at the Worlds largest music festival Summerfest in Milwaukee.
- MP3 of local music is available on [www.whbz.fm](http://www.whbz.fm).
- July 2004 – WBFM hosted a CD release party for local Sheboygan musician Chris Richards that included a total of 21 pre promote mentions the week prior to the event, and a 3 hour broadcast the day of the event, plus air play of a song from the debut CD.
- January 2004 – WBFM hosted a Country Cures Cancer dance to raise money for St. Jude Hospital that featured live music from local music group Jeff Landon and the Wolf Pack. They were interviewed live on the AM show prior to the event with airplay from a song from their CD.
- *What percentage of your music programming is generated locally?*  
100%

- *Do your stations research the market to determine the type of music they want to hear locally? Yes Give examples.* Midwest Comm.-Sheboygan does weekly music research via the Internet to make decisions on what music to play. In addition we also got listener input before making format changes and modifications in 2001 and 2002.

### **Station Participation in Community Activities**

- *Give examples of your stations support and involvement with non-profit and charity initiatives.*
- On air interviews are conducted weekly with representatives of organizations holding charity fundraisers.
- Ring the bells every year with Salvation Army for their Christmas Kettle campaign.
- In December 2002 and October 2003, staff lived in a cardboard box for 24 hours to raise awareness and money for the Bridge way house homeless shelter and the Sheboygan county interfaith organization in Sheboygan.
- December 2003 went to 4 locations per day for a week to collect toys for the Salvation Army's Toy's for Tot's program. October 2004 30 hours of live coverage for the Sheboygan Jaycees for their Haunted House.
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- October / Annually - Midwest Communications, Sheboygan participates in the Meals on Wheels program to help raise awareness of the importance of this service to the community. February 3 hours of live coverage of the Meals on Wheels fundraiser "Love Bowls"
- December 2002 / 2003 - Midwest Communications, Sheboygan coordinated efforts to collect winter coats for area families in economic hardship
- 

*Provide examples of how your stations promote causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc.*

October 2003 - Midwest Communications, Sheboygan participated in an effort to raise money for the Shop With a Cop program.

March / Annually - Midwest Communications, Sheboygan host a 2 day Radio-a-thon to raise money for St. Jude Children's Research Hospital that produces an average of \$30,000.00 annually.

April - July 2004 ran locally produced health minute 15 times per week.

October 2004 30 second recorded PSA from CDC about shortage of Flu shots, who should get them and where to get them.

August - October 2004 60 second recorded PSA aired with local director of the Red Cross, with information on how to help those who were affected by 3 hurricanes in Florida.

The week following the hurricanes in Florida we interviews from people affected area followed by how to help information.

October 26th 2004 – WBFM helped support a local blood drive for the American Red Cross with a live broadcast to increase blood supplies for the upcoming winter months.